



WKMG

ORDER

Print Date 09/07/12

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Flight Dates 09/07/12-09/10/12

Contract / Revision 258466 /

Original Date / Revision

09/07/12 09/07/12

Advertiser Pol/Mitt Romney/R/ Presider

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 57

Alt Order # 06306330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 86975

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	98	\$73,928.75	\$86,975.00	0.00	08/27/12	09/10/12	98	\$73,928.75	\$86,975.00
Totals	98	\$73,928.75	\$86,975.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	09/10/12	09/10/12	Morn News at 6a Morn News at 6a	CM	6-7a	2-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	2-----					2	\$500.00		0.00			
2	WKMG	09/07/12	09/07/12	Morn News at 6a Morn News at 6a	CM	6-7a	----2--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----2--					2	\$500.00		0.00			
3	WKMG	09/07/12	09/07/12	CBS This Morning The Early Show	CM	7-9a	----2--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----2--					2	\$350.00		0.00			
4	WKMG	09/10/12	09/10/12	CBS This Morning The Early Show	CM	7-9a	2-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Flight Dates 09/07/12-09/10/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **57**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKMG	09/10/12	09/10/12	CBS This Morning The Early Show	CM	7-9a	2-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$350.00		0.00						
5	WKMG	09/07/12	09/07/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----2--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$225.00		0.00						
6	WKMG	09/10/12	09/10/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	2-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$225.00		0.00						
7	WKMG	09/10/12	09/10/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	2-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$300.00		0.00						
8	WKMG	09/07/12	09/07/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	----2--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$300.00		0.00						
9	WKMG	09/10/12	09/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	2-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$550.00		0.00						
10	WKMG	09/07/12	09/07/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----2--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$550.00		0.00						
11	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	2-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$400.00		0.00						
12	WKMG	09/07/12	09/07/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----2--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$400.00		0.00						
13	WKMG	09/10/12	09/10/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	2-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$500.00		0.00						
14	WKMG	09/07/12	09/07/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----2--	:30	2	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$500.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	WKMG	09/03/12-09/09/12	1230-2p CBS Soaps	12:30-2p	-----F----	:30	(\$500.00)	0.00	NM				
		Credited													
		2	WKMG	09/03/12-09/09/12	1230-2p CBS Soaps	12:30-2p	-----F----	:30	(\$500.00)	0.00	NM				
		Credited													
15	WKMG	09/10/12	09/10/12	2-3p The Talk The Talk	CM	2-3p	2-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00



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Flight Dates 09/07/12-09/10/12

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Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **57**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WKMG	09/10/12	09/10/12	2-3p The Talk The Talk	CM	2-3p	2-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$300.00		0.00						
16	WKMG	09/07/12	09/07/12	2-3p The Talk The Talk	CM	2-3p	----2--	:30	2	\$300.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		2-3p The Talk Credited		2-3p	-----F----	:30		(\$300.00)		0.00	NM		
2	WKMG	09/03/12-09/09/12		2-3p The Talk Credited		2-3p	-----F----	:30		(\$300.00)		0.00	NM		
17	WKMG	09/10/12	09/10/12	3-4p Nate/Doctors 9/10 The Doctors	CM	3-4p	2-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$250.00		0.00						
18	WKMG	09/07/12	09/07/12	3-4p Nate/Doctors 9/10 Nate Berkus Tu-Th only	CM	Tue-Thu 3-4p	----2--	:30	2	\$200.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		3-4p Nate/Doctors 9/10 Credited		Tue-Thu 3-4p	-----F----	:30		(\$200.00)		0.00	NM		
2	WKMG	09/03/12-09/09/12		3-4p Nate/Doctors 9/10 Credited		Tue-Thu 3-4p	-----F----	:30		(\$200.00)		0.00	NM		
19	WKMG	09/10/12	09/10/12	4-430p Extra Extra	CM	4-430p	2-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$300.00		0.00						
20	WKMG	09/07/12	09/07/12	4-430p Extra Extra	CM	4-430p	----2--	:30	2	\$300.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		4-430p Extra Credited		4-430p	-----F----	:30		(\$300.00)		0.00	NM		
2	WKMG	09/03/12-09/09/12		4-430p Extra Credited		4-430p	-----F----	:30		(\$300.00)		0.00	NM		
21	WKMG	09/10/12	09/10/12	430-5p Inside Edition Inside Edition	CM	430-5P	2-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$400.00		0.00						
22	WKMG	09/07/12	09/07/12	430-5p Inside Edition Inside Edition	CM	430-5P	----2--	:30	2	\$400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$400.00		0.00						



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Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 57

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	WKMG	09/07/12	09/07/12	430-5p Inside Edition Inside Edition	CM	430-5P	----2--	:30	2	\$400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		430-5p Inside Edition		430-5P	-----F----	:30		(\$400.00)		0.00	NM		
Credited															
2	WKMG	09/03/12-09/09/12		430-5p Inside Edition		430-5P	-----F----	:30		(\$400.00)		0.00	NM		
Credited															
23	WKMG	09/10/12	09/10/12	News at 5p News at 5p	CM	5-530p	2-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$500.00		0.00						
24	WKMG	09/07/12	09/07/12	News at 5p News at 5p	CM	5-530p	----2--	:30	2	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		News at 5p		5-530p	-----F----	:30		(\$500.00)		0.00	NM		
Credited															
2	WKMG	09/03/12-09/09/12		News at 5p		5-530p	-----F----	:30		(\$500.00)		0.00	NM		
Credited															
25	WKMG	09/10/12	09/10/12	News at 6p News at 6p	CM	6-630p	2-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$600.00		0.00						
26	WKMG	09/07/12	09/07/12	News at 6p News at 6p	CM	6-630p	----2--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$600.00		0.00						
27	WKMG	09/07/12	09/07/12	News at 7p News at 7p	CM	7-7:30p	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----1--	1		\$800.00		0.00						
28	WKMG	09/10/12	09/10/12	News at 7p News at 7p	CM	7-7:30p	2-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$800.00		0.00						
29	WKMG	09/10/12	09/10/12	M-F 11p News M-F 11p News	CM	11-1135p	2-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$1,200.00		0.00						
30	WKMG	09/07/12	09/07/12	M-F 11p News M-F 11p News	CM	11-1135p	----2--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$1,200.00		0.00						
31	WKMG	09/10/12	09/10/12	M-F David Letterman David Letterman	CM	1136p-1238a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$500.00		0.00						
32	WKMG	09/07/12	09/07/12		CM	1136p-1238a	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F David Letterman											
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----1--		1			\$500.00		0.00				
33	WKMG	09/10/12	09/10/12	Morn News at 5a	CM	5-530a	1-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
				Morn News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	1-----		1			\$275.00		0.00				
34	WKMG	09/07/12	09/07/12	Morn News at 5a	CM	5-530a	----1--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
				Morn News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----1--		1			\$275.00		0.00				
35	WKMG	09/07/12	09/07/12	Morn News at 530a	CM	530-6a	----2--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Morn News at 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----2--		2			\$400.00		0.00				
36	WKMG	09/10/12	09/10/12	Morn News at 530a	CM	530-6a	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Morn News at 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	1-----		1			\$400.00		0.00				
37	WKMG	09/07/12	09/07/12	US Open Fri	CM	1230p-6p	----4--	:30	4	\$350.00	LUR	0.00	NM	4	\$1,400.00
				US Open Fri											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----4--		4			\$350.00		0.00				
38	WKMG	09/07/12	09/07/12	Fri Prime 9p	CM	9-10p	----1--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				CSI:NY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----1--		1			\$4,000.00		0.00				
39	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sa	CM	7-9a	-----2-	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----2-		2			\$250.00		0.00				
40	WKMG	09/08/12	09/08/12	Women's Final	CM	Sat 8p-10p	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Women's Final											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----1-		1			\$2,000.00		0.00				
41	WKMG	09/08/12	09/08/12	Women's Final	CM	Sat 8p-10p	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				Women's Final											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----1-		1			\$2,000.00		0.00				
E 42	WKMG	09/08/12	09/08/12	Sat Prime 9p	CM	9-10p	-----2-	:30	2	\$3,000.00	P-2	0.00	NM	1	\$6,000.00
				No Show/See US Open V											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----2-		2			\$3,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WKMG	09/03/12-09/09/12	Sat Prime 9p			9-10p		-----Sa--	:30	(\$3,000.00)	0.00	NM			
				See MG 42.4											
2	WKMG	09/03/12-09/09/12	Sat Prime 9p			9-10p		-----Sa--	:30	(\$3,000.00)	0.00	NM			
				See MG 42.4											
4	WKMG	09/10/12-09/10/12	Mon Prime 10p			10-11p		M-----	:30	\$6,000.00	0.00	NM			
				Ⓜ MG for 42.1,42.2											

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
43	WKMG	09/08/12	09/08/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-		1				\$3,000.00		0.00			
44	WKMG	09/08/12	09/08/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2-		2				\$1,200.00		0.00			
45	WKMG	09/08/12	09/08/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----3-	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----3-		3				\$100.00		0.00			
46	WKMG	09/09/12	09/09/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----3	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----3		3				\$125.00		0.00			
47	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2		2				\$1,200.00		0.00			
48	WKMG	09/09/12	09/09/12	Face The Nation Face The Nation	CM	1030-11a (10:30 AM-11:30 AM)	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$1,200.00		0.00			
49	WKMG	09/09/12	09/09/12	NFL TODAY NFL TODAY	CM	various (11:58 AM-1:00 PM)	-----1	:30	1	\$750.00	LUR	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$750.00		0.00			
50	WKMG	09/09/12	09/09/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----3	:30	3	\$3,300.00	LUR	0.00	NM	3	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----3		3				\$3,300.00		0.00			
51	WKMG	09/09/12	09/09/12	Men's Final Men's Final	CM	Sun 4p-7p	-----3	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----3		3				\$3,000.00		0.00			
52	WKMG	09/09/12	09/09/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$7,000.00		0.00			
53	WKMG	09/09/12	09/09/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2		2				\$1,200.00		0.00			
54	WKMG	09/07/12	09/07/12	530-6p The Insider Insider	CM	530p-6p	----1--	:30	1	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--		1				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		530-6p The Insider		530p-6p		-----F----	:30	(\$500.00)		0.00	NM		
Credited															



WKMG

Print Date: 09/07/12

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Contract / Revision **258466** Flight Dates **09/07/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **57**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
55	WKMG	09/10/12	09/10/12	530-6p The Insider Insider	CM	530p-6p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$500.00		0.00			
56	WKMG	09/10/12	09/10/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$800.00		0.00			
57	WKMG	09/09/12	09/09/12	Face The Nation Face The Nation	CM	1030-11a (10:30 AM-11:30 AM)	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$1,200.00		0.00			
58	WKMG	09/10/12	09/10/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$500.00		0.00			
59	WKMG	09/10/12	09/10/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$350.00		0.00			
60	WKMG	09/07/12	09/07/12	M-F David Letterman David Letterman	CM	1136p-1238a	----F--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					2	\$500.00		0.00			
61	WKMG	09/10/12	09/10/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$500.00		0.00			
62	WKMG	09/08/12	09/08/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$150.00		0.00			
63	WKMG	09/09/12	09/09/12	Sun 1135p-1235a Without a Trace	CM	1135p-1235a	-----S	:30	1	\$150.00	LUR	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$150.00		0.00			
Totals														98	\$86,975.00